

CLAIMS

1. A method of conducting consumer product research, comprising the following steps:

- (a) configuring a mock environment so as to test a product in a desired context;
- 5 (b) placing at least one consumer within said mock environment for testing said product; and
- (c) collecting information during testing of said product.

2. The method of claim 1, said mock environment further comprising a plurality of areas within a simulated house.

3. The method of claim 2, wherein at least one consumer is placed within an area conforming to the desired context for testing said product.

4. The method of claim 1, further comprising the step of collecting information upon completion of testing said product.

5. The method of claim 1, further comprising the step of broadcasting said information during testing of said product.

6. The method of claim 1, further comprising the step of analyzing said information.

7. The method of claim 1, wherein said information is feedback from said consumer.

8. The method of claim 1, wherein said information is quantitative data measured from interaction between said consumer and said product.

9. The method of claim 1, further comprising the step of screening a pool of candidates to become a consumer panel for testing a desired product.

10. The method of claim 9, wherein said mock environment is configured to match the demographics of said consumer panel.

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11. The method of claim 9, wherein said consumer panel is configured to match said mock environment.

12. The method of claim 1, wherein said mock environment is configured for hosting a desired event during which said product is tested.

13. The method of claim 7, wherein said consumer feedback is recorded audiovisually.

14. The method of claim 1, wherein operation of said product is controlled by a third party.

15. The method of claim 1, wherein operation of said product is simulated in said mock environment through control of a third party.

16. The method of claim 1, wherein said mock environment is a commercial establishment.

17. The method of claim 1, wherein said product is a service.

18. The method of claim 1, wherein said product is a form of communication.

19. The method of claim 7, wherein said consumer panel is utilized to test a plurality of products within said mock environment.

20. A facility for conducting consumer product research, comprising:

(a) at least one mock environment configured for testing a product in a desired context; and

(b) at least one device for collecting information during testing of said product in said mock environment.

21. The facility of claim 20, said mock environment further comprising at least one area in a simulated house.

22. The facility of claim 20, said mock environment further comprising an area in a simulated commercial establishment.

23. The facility of claim 20, further comprising an area separate from said mock environment for remotely controlling said information collecting devices.
24. The facility of claim 20, further comprising an area separate from said mock environment for directly viewing product testing therein.
25. The facility of claim 20, said information collecting devices further collecting information after testing of the product in a separate setting.
26. The facility of claim 20, wherein said mock environment is configured for a particular consumer profile.
27. The facility of claim 20, wherein a particular consumer profile is matched with said mock environment.
28. The facility of claim 20, wherein said mock environment is configured for hosting a specified event.
29. The facility of claim 20, wherein said mock environment is configured for testing a prototype device.
30. The facility of claim 20, wherein said mock environment is constructed with infrastructure that is configurable for testing of a given product.